

## **Centre Action Centre Annual Report 2010**

***Living Life Without Limits  
Bodies Alive, Minds Healthy, Spirits Inspired***



*Artiste / Yves Beaudry (Centre Action)*

***The Only Bilingual Day Centre in Montréal  
for those Living with Multiple Disabilities***

## WITH THANKS

**The Action Centre and Action Centre Foundation would like to express a heartfelt thank you to the following people for their assistance in the preparation of this Annual Report:**

Ginger Petty, Chairperson, Action Centre Board  
Joanne Heward, Executive Director, Action Centre

Andrew Lindsay, Senior Partner, Bedrock Group / Action Centre Board Member

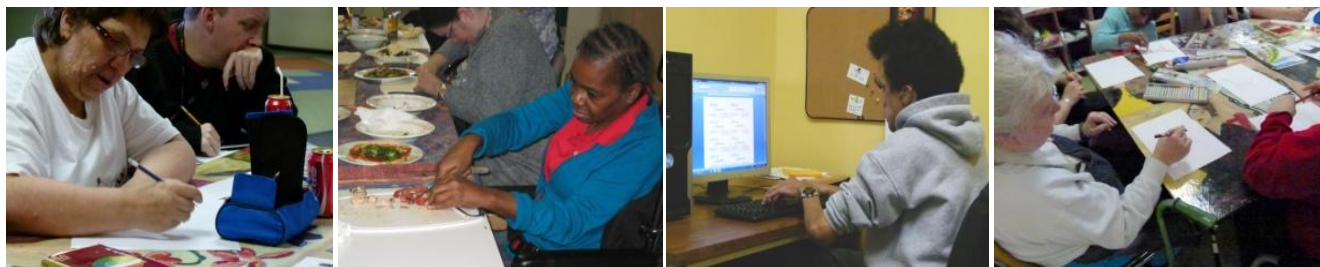
Amita Dixit, Intern, MBA Community Service Initiative, *John Molson School of Business*,  
Concordia University

Celina Hasbun, Manager, Member Services, Action Centre  
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*Action Centre Foundation*  
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March 2011

## **FOCUS**

### **ACTION CENTRE FOUNDATION OVERVIEW**

Established in 2007, the Action Centre Foundation is a registered charity that provides financial support, leadership and strategic guidance to the Action Centre. The Foundation's sole mandate is to steer the Action Centre as they work to improve the quality of life of those living with disabilities, by facilitating social integration and community re-integration. The Foundation Board works constantly to expand, diversify, and sustain the Action Centre's revenue base, while directing the long term growth strategy and expand membership development across Montréal and into every community.

### **ACTION CENTRE OVERVIEW**

Founded in 1998, the Action Centre believes in *Living Life Without Limits* - and that every physically disabled person deserves an opportunity to grow within an environment of respect, support, encouragement and safety.

Here, our members are part of a community that welcomes them with open arms ~ not because of their situation, but despite it. We believe in a place that provides hope, mental and physical stimulation, education and acceptance.

We watch as our members thrive in a milieu that promotes individual escalation, independence and wellbeing. We do this year-round, 5 days a week, and are committed to seeing our members and organization flourish, grow and evolve.

### **MISSION STATEMENT:**

*To increase our members' independence, personal growth and good health by assisting them in active learning ~ through educational, social and recreational opportunities in a safe environment, that promotes peer support, trust and acceptance.*

### **VISION STATEMENT:**

*Our vision for the future is to facilitate members to re-integrate into the community, to give back to the community to the best of their ability; to create public awareness of the needs of the physically challenged, and become role models for other people with disabilities and for groups across Canada and throughout the world.*

### **OBJECTIVE:**

*To enhance our member's self-esteem; improve our member's quality of life, autonomy, with mutual assistance; to enrich their lives through fulfilling activities and education; and to ensure their involvement in the decision-making process at all levels of governance of the Action Centre.*

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## MESSAGE FROM THE CHAIRPERSON

I am honoured to inform you that the year ending December 2010 was a fruitful one for the Action Centre. Never before have we been so well positioned to face the challenges ahead - a task I am confident we can accomplish with conviction and collective assurance.

Our commitment to serving Montréal's disabled population was strengthened with the arrival of Joanne Heward as our new Executive Director. Joanne brings with her vast corporate and philanthropic experience, with unlimited energy, creativity and passion. In 5 short months, she has grasped the intricacies of all facets of the Action Centre's daily operations.

We remain fully dedicated to improving the lifestyle for all Action Centre members. Here are just a few of the many ways we are achieving this goal:

- Upgraded our slate of computer classes with the assistance of our accredited teachers. Electronic communications are an indispensable lifeline for the disabled.
- *McGill University Outreach Program (Dentistry)* continues to extend us free dental services.
- *The Montréal Neurological Hospital/My ToolBox Program* continues to offer a 6 week coping program for chronic pain, managing effects of disease, and other health/disability issues.
- Outside speakers engage our members in discussions on dental hygiene, volunteerism, and wellness, among many regular and diverse topics.
- Daily classes stimulate members mentally and physically: from languages to cooking to art to sports.
- We empower our members with jobs at the Centre that aid in building self-esteem and achieving a purpose-driven life.
- By providing our members with an active, bilingual Day Centre - 5 days each week - we also offer a well needed respite for their caregivers.

Due to the fact that most of our members live below the poverty line, our annual membership fee remains at \$20.00 per year - so that all those that need to can benefit from our services.

I cordially invite you to visit the Action Centre - evaluate firsthand our positive impact on your community. I encourage you to speak with our Executive Director, meet our staff and most of all, engage with our members. Witnessing their exuberance and determination epitomizes our mission of "*Living Life Without Limits*".

Sincerely yours,



Ginger Petty  
Chairperson, Action Centre Board of Directors



## MESSAGE FROM THE EXECUTIVE DIRECTOR

On behalf of the Action Centre Foundation, the Action Centre and our members, I would like to extend our infinite appreciation and a profound 'thank you' for your continued support.

Given the overall economic climate of the past few years, 2010 was both a challenging, yet successful year for the Action Centre. Our universe of support ~ Strategic Alliances, Programme Partners, Community Outreach Network and especially our generous Donors and committed Volunteers ~ proved invaluable in helping us maintain our overall service quality and Programme diversity for last year. Equally, 2010 was a rebuilding year, allowing us the opportunity to review our internal structures carefully and identify key requirements for future growth. We have engaged in solid hiring practices, allowing us to develop critical staff within our existing core Centre team. This will continue in 2011.

Our members are learning to assume more and more responsibility within the Action Centre and more able to re-engage with their communities than ever before. For example, we participated at the inaugural non-for-profit *Community Service Initiatives* trade show held at Concordia University - where our members helped us promote awareness for the Action Centre. We have created many outstanding programmes and a range of diverse activities that have greatly contributed to the preventative healthcare and overall well-being of our members. We are constantly revising these programmes to ensure they align with our members' requirements. We are continuously finding new ways to improve Member Services by leveraging the capabilities of our existing Programme Partners, while forging new alliances with innovative collaborators within our Community Outreach Network.

The challenges for 2011 are to maintain our financial stability, promote and build awareness for the Action Centre and manage our membership more effectively. We need to better enroll all levels of government into our *Mission* and *Vision* and be more widely recognized as a unique and essential service throughout Montréal. When one considers the contribution we make to cost avoidance in the healthcare and social services systems, the Action Centre must continue to exist and flourish uninterrupted.

It amazes me daily what we can accomplish! When I look over the community we support, I see many who have been affected by a '*life changing moment*'. These are individuals who aspired to dream big, and still do. We need to become more ingrained in the Greater Community's '*Giving Strategy*' - alongside supporting sick children, eradicating disease, building new health and educational facilities and in upgrading the overall living standards for those most vulnerable.

Our Donors make a difference in changing lives - as has been the case here for 12 years. I invite you to visit us - and see how your benevolence is making lasting impressions and enduring impacts for so many!

Sincerely,  
Joanne Heward



Executive Director, Action Centre  
Executive Director, Action Centre Foundation

## **ACTION CENTRE ~ UNIQUE AND ESSENTIAL**

The Action Centre is unique in Montréal ~ a bilingual and multicultural non-profit community organization whose mission is the social inclusion and active participation of adults with severe and permanent motor and/or cognitive limitations.

Since 1998, the Action Centre has stood as the only **affordable, bilingual** Day Centre for Montréal's most vulnerable and severely physically challenged citizens, most of whom live below the poverty line. With a growing membership of over 150, we see an average attendance of 50 - 55 people a day. We are centrally located in Ville LaSalle and open year round, Monday to Friday. Our membership comes from most of Montréal's cities, boroughs and communities. We offer structured activities and a regular calendar of programmes. Working alongside our members, we also help organize extra-curricular activities outside regular hours such as picnics, cabane à sucre, apple picking, cinema and museum tours, and holiday dances, to name but a few. (The members pay 80% of the additional cost for these outings.)

The Action Centre offers its members many educational and recreational activities that recognize their own capabilities, but also actively contribute to and help them re-engage in Community life, in a respectful and safe environment. We offer a full curriculum of weekly and monthly Programmes, allowing our members to engage in instructional courses, games and leisure, physical activities and social pastimes ~ all of which helps with fluid movement and overall coordination, integrated with the support of our Strategic Alliances and the ongoing sponsorship of our valued Programme Partners.

Additionally, our full-time healthcare attendants provide necessary personal care for those who require it (feeding, washroom and diaper changing), giving their primary caregivers respite or an opportunity to work outside the home. We provide nutritious meals each day, prepared by our in-house chef, for the nominal fee of \$3.00. We have made concerted efforts to keep our prices low, including the cost of our membership fees - a mere \$20.00 per year ~ otherwise many of our members would not be able to attend.

## **FACILITIES**

Our current rented ground floor location is 4,500 sq. ft., with bright and colourful open spaces and much natural light. We have a large parking area in back which provides easy access and safe discharge for STM Adapted Transport and taxis. We have a large modern kitchen (wheelchair accessible), a conference room, closed classroom, computer lab with 17 terminals, and a large open area with many tables ~ used as a workspace, a lunch area, or casual meeting area. We have a library and lockers for those that need them. All of our computers are internet connected, installed and maintained by a long time member-employee, Paul Donovan. In addition to overseeing the overall operation and maintenance of the lab, email servers and internet network, Paul also rebuilds donated computers - which we can then supply, (free of charge) to our members for use at home.

We have an excellent administrative staff ~ consisting of an Executive Director and two Managers ~ who, aside from executive functions, work closely with members and volunteers alike, to ensure that we are constantly evolving to provide dynamic instructional courses, activities and programmes that best meet the needs and demands of our members. Additionally, we leverage a wide range of valued Strategic Alliances including our founding partner, the *Constance Lethbridge Centre*, *MUHC McGill University Health Centre*, *Concordia University's John Molson School of Business*, the *Argyle Institute*, in addition to our dedicated Programme Partners and an extensive Community Outreach Network.

## 2010 HIGHLIGHTS / ACCOMPLISHMENTS

- Maintained current level of membership. Actively recruiting more members for 2011
- Hired a highly qualified, effective and efficient new Executive Director
- Successfully received 2010 PSOC Grant (Programme de soutien aux organismes communautaires) – up 40% from 2009. PSOC 2011 application successfully submitted
- Targeted membership development sessions, with personalized 1 on 1 teacher consultations
- Identified new member initiatives, including the *Wellness Program* - which will provide individual coaching for mental health, nutritional education and at home support
- Full Community support from Ville LaSalle - Recognized in 2009 as an essential service to the community
- Created more awareness than ever regarding the mission of the Centre and its accessibility and availability to physically challenged people throughout Montréal
- Maintained high standard of Members services, resulting in high levels of member satisfaction
- Wide variety of programmes and activities enable our members to grow personally, develop new skills and re-engage with their community
- Internal fundraising efforts from our Member's own events reached over \$10,000 in 2010 – an all-time high!
- Have revisited all Strategic Alliances and Programme Partners - Continue to strengthen and expand these partnerships into 2011
- With the exception of our Manager, Member Services and 3 Caregivers, Action Centre staff has turned over 100% from January to June. Although seemingly drastic, this shift has allowed us to review our infrastructure carefully, develop and promote several employees from within and identify our needs for future growth

## WHERE WE ARE GOING IN 2011

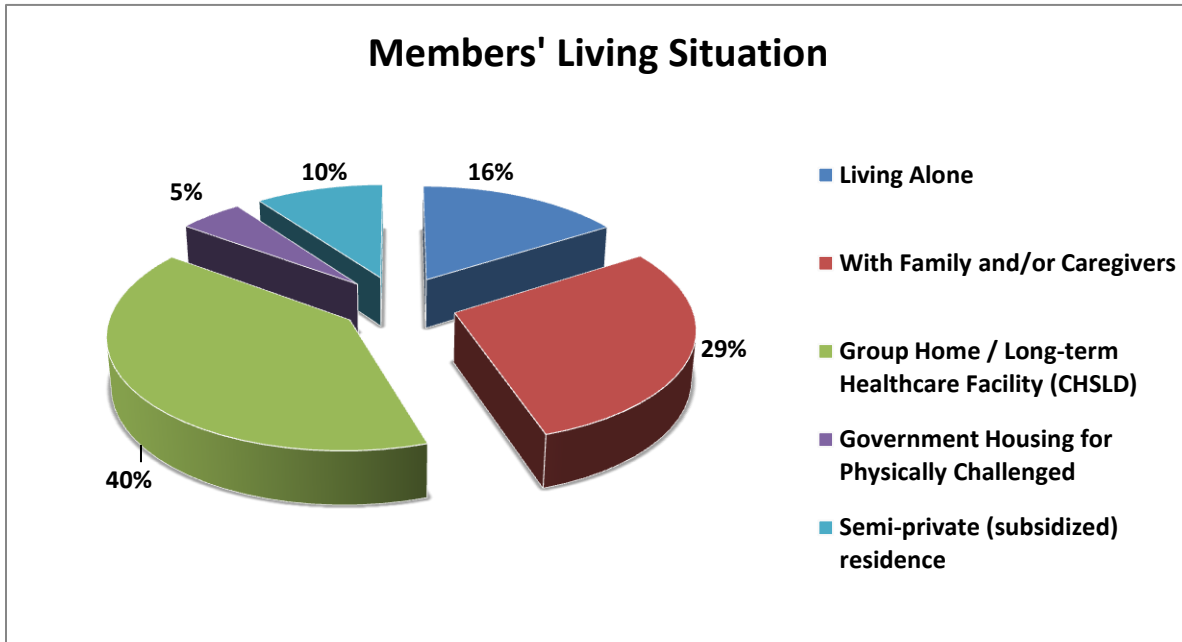
- Reinforcing our position as an extension of Montréal's bilingual essential services /critical medical community resource ~ providing relief and '**cost avoidance**' to governments, social services and the healthcare system.
- 2011 goal is to strengthen all key Alliances, Partnerships and Community Outreach Network, in order to expand Action Centre's reach and tactical awareness within the CLSC/ HSSC/ CSSS, *Constance Lethbridge Centre* and other NIRR (non-institutional residential resources) in order to grow our membership throughout Montréal's physically challenged community
- Ongoing review of overall infrastructure – Constantly improving services offered to our members and in maintaining a high-level of membership satisfaction
- Renegotiating rent expense and/or move into a more cost effective building by 2013. Our core facility requirements must be achieved
- Actively targeting the French and English communities to help us raise funds at our two key annual events: 2<sup>nd</sup> Annual Wheelchair "Basket" Ball Tournament in Spring, 2011 ~ We will be celebrating the 10<sup>th</sup> Annual Soirée in the Fall, 2011
- Aligning our fundraising activities and awareness campaigns around key initiatives such as Montréal's Disabled Week in June 2011
- Developing a strategic fundraising and awareness campaign with Ms. Amita Dixit, Intern, MBA Community Service Initiative, MBA *John Molson School of Business*, Concordia University
- AGM 2011 for the Action Centre and Foundation will be Wednesday, March 30, 2011



## MEMBERS DEMOGRAPHICS ~ DID YOU KNOW?

Membership from across Montréal – all communities, ethnicities and backgrounds.

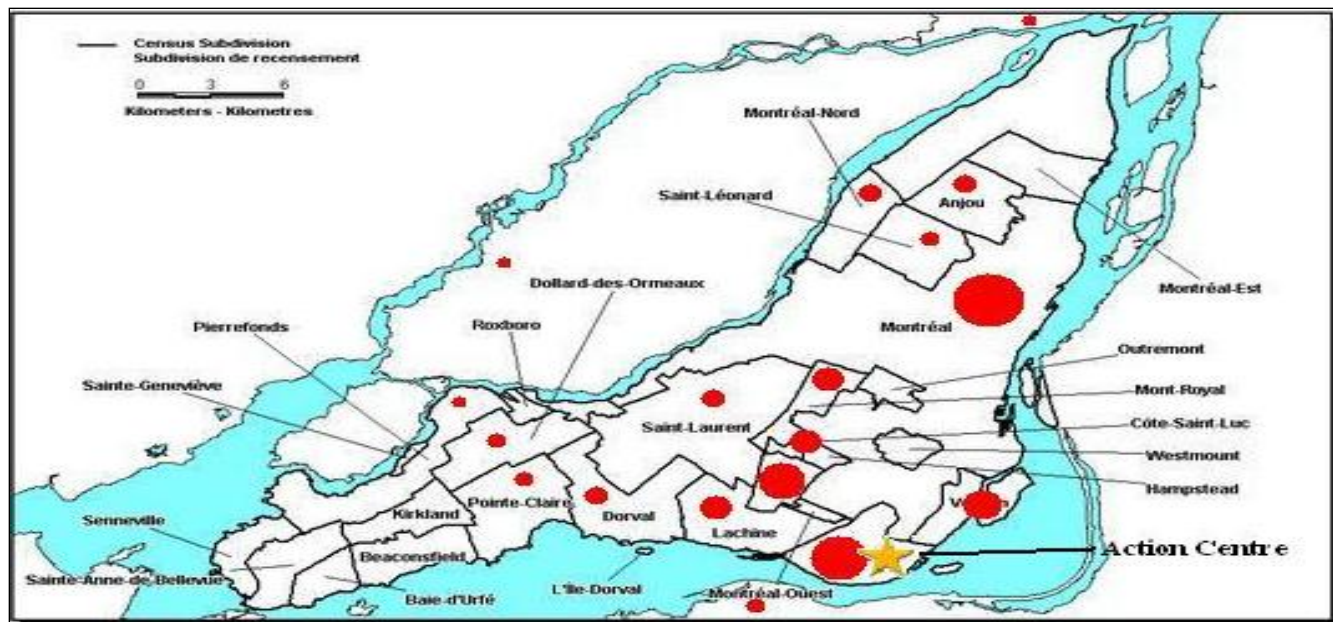
- **Over 90%** live on government disability incomes of \$9,600 annually
- **55%** are English and **45%** are French
- **10%** of each language group is bilingual
- **Over 50%** live in subsidized Government housing – some of whom are mandated to leave their residences 3 days per week for ‘structured activity\*’



- Action Centre attendance permits many members to fulfill this weekly obligation (3 days/ week, 6/hours/day), reducing their need to go to malls or out into the streets
- Regular Action Centre attendance by members provides welcome respite and reprieve for family and caregivers
- **Similar structured activities/services at home would cost over \$30,000 year/person**

## OUR MEMBERS

Our members are truly the heart of the Action Centre ~ coming from all over Montréal and surrounding areas. Most members arrive by STM Adapted Transport and taxis; some commute as much as 2-3 hours per day. They make this effort to benefit from the unique environment the Centre offers, one that caters to each member's condition, capacity and ambitions.



All members of the Action Centre are victims of physical disabilities, some with coexisting or mild cognitive dysfunction. Their chronic conditions and diseases range from Muscular Dystrophy, Multiple Sclerosis to stroke, head trauma and accidents. Many of our members were marginalized - socially and emotionally - before coming to the Centre. Over **50%** live in government-assisted housing, where many are mandated to vacate their residence 3 times per week for *structured activity* ~ often leaving them nowhere to go. With over **90%** living below the poverty line, regular '\$30.00-a-day' Day Centres are just not an option.

The Action Centre provides a unique and essential service ~ a place where they can have communal interaction in a safe environment on a daily basis ~ where they can benefit from a multi-dimensional approach to health and instructional education, social integration and recreation, and most importantly ~ a place they can afford. *We have provided this environment and our members have flourished as a result.*

Our members are very capable; they are bright, generous and kind, and come from all walks of life. Some previously held positions such as: *Registered Surgical Nurse, Teacher, Senior Sales Executive, Accountant, and Videographer*, to name but a few. Just because their lives have changed, does not mean they cannot adapt ~ they simply need our help.

With an average age of 55 years old, this once vulnerable group of citizens has acquired a renewed sense of hope and self-esteem. We currently have 5 Action Centre members sitting on our Board of Directors. Where once they were shy and afraid to speak, they now offer opinions and make decisions. If we can keep providing our members with these types of opportunities, we can foster their independence and help each person achieve their maximum physical, social and economic autonomy, with an eye to re-engaging and re-integrating into the community.

## PROGRAMMES ~ DAY IN THE LIFE OF THE ACTION CENTRE

*The Action Centre* is unique, providing a rich blend of educational and social stimulation, along with a strong ethic towards good health and well-being. We encourage our members to reach their full potential, and design all of our courses and programmes with that in mind. We promote self-awareness and independence, and we do this through our vast list of social activities, instructional courses, partner programmes and health initiatives.

### HEALTH AND WELLNESS

Many of our members, disabled and with chronic health conditions, have often been marginalized – socially and emotionally, frequently leading to depression. Through participation and peer association, we work to turn that around completely. Our members learn to become more active, developing a sense of belonging, sharing an important connection with others who share similar struggles, eventually becoming more emotionally positive.

*This is a key factor in any Wellness Program:* A positive attitude is only the beginning.

Every day, we assimilate our members with courses, programmes and activities geared at improving their physical and mental health and overall well-being. New for 2011, we have revised aspects of our *Wellness Program* that will now provide individual coaching for mental health, nutritional education and at home support. We encourage our members to be proactive and self-sufficient with their healthcare matters.

The Action Centre works over a very broad spectrum, covering the dozens of diseases and disabilities affecting our membership. Below are some of the extras we offer:

- Nutritious Cooking and Safety Classes
- Exercise and Fitness
- Mental and Emotional Health Programmes
- Meditation
- Music Appreciation

### EDUCATION

Pedagogical activities are central to the daily routine at the Action Centre. **70%** are funded by the CREP (*Centre de Ressources Éducatives et pédagogique*) (part of CSDM Commission scolaire de Montréal), with **20%** funded by the LBPSB *Lester B. Pearson School Board* and **10%** in partnership with the rehabilitation *Centre Lissette Dupras* and private teachers.

The *Action Centre* provides a rich curriculum of activities to choose from. We combine ‘real world’ instructional courses like computer training, French lessons and personal development, along with physical fitness, social and recreational activities. There is something to stimulate and engage every person, at every level.

Classes are provided in French, English, or bilingual. We have been very fortunate to work with many excellent volunteer teachers, and have recently enlisted the services of two additional teachers from the *Montreal School Board*, allowing us to further expand the educational services offered to our members.

## EDUCATION (Con't)

Being mentally and physically active at the *Action Centre* provides our members with a better state of mind, as well as tools to cope in the 'real world'. This helps with re-integration into the work force, while being physically stronger to tackle daily tasks with greater ease. Equally, the group stimulation they receive can make them feel better about themselves, with greater self-confidence and self-esteem, and a better overall outlook and perspective on life. We are able to offer this year personalized development with 1 on1 teacher consulting, allowing for a targeted approach for specific needs, in a private consulting room. Sample of courses offered:

- Advanced Computer Skills
- Internet and Web courses
- French lessons
- Geography and current events
- Personal Development

## SOCIAL AND LEISURE

All of our classes take into consideration each group's level of difficulty (both mental and physical), and because they are small, we can devote individual attention to each one of our members.

We are proud to have created a safe zone for our members to open up and be themselves. Although we are a place to socialize and create long lasting friendships, learn new skills, have fun, we aim to increase membership engagement through empowering members to actively participate and take responsibility for their 'own' Centre.

### **Members Fundraising Activities:**

Internal fundraising is organized and staffed by our members, held at the Action Centre – with critical support and management by our dedicated team of volunteers. In 2010, these activities brought in over \$10,000 – a record high!

<b>Spaghetti Dinner</b>	Twice a year ~ All-You-Can-Eat Dinner tickets sold to family, friends and in the Community
<b>Fundraising Bazaars</b>	Two Fundraising Bazaars each year: Summer and Christmas
<b>Gift Basket Raffles</b>	Twice a year ~ Raffle tickets sold to win Gift Baskets
<b>Cone Day</b>	Donations collected through the generous support of <i>Ben &amp; Jerry's</i> (McGill College) on the 1 <sup>st</sup> day of their summer season
<b>Harvest Day</b>	Salad party, in late summer, with fresh produce from Eco-Garden

*Note: All internal fundraising is organized by our Members and Volunteers, who strongly believe in supporting and giving back to their Action Centre*

## COMMUNITY

Partnering with Business and Community is key to securing important alliances and programmes for our members. We currently have several outreach programmes in place - assisting our members in integrating into their communities. This can be a huge step, helping achieve greater autonomy and having a more positive influence long term. Additionally, being seen out in the community is an essential component in creating positive public awareness about the struggles and challenges that people with disabilities face every day ~ leading, hopefully, to a larger social conscience about their needs including: access ramps, larger corridors, and wheelchair access in public/ commercial washrooms and on public transit.

## COMMUNITY RE-ENGAGEMENT

Several of our members currently work and volunteer outside the Action Centre. A small selection are listed below:

YMCA Daycare  
CEGEP John Abbot Mailroom  
McKay Centre  
LaSalle Community Relations  
High School Diploma Completion  
Published Poet

## COMMUNITY OUTREACH NETWORK

We identify the Action Centre as an essential community resource. We work closely with several Community groups that help assimilate the Action Centre into the Community and allow our members greater opportunities at re-engagement:

### ***Centre Lissette Dupras Réhabilitations Centre:***

A Partner Programme, whereby members from CLD with intellectual disabilities join Action Centre Members for joint activities.

### ***Montreal Neurological Hospital / ToolBox Program:***

A 6-week programme assisting patients and their families in managing the day-to-day challenges of living with a chronic condition.

### ***Emploi Québec (InterAgir - Solidarité sociale)***

Twelve of our Members are enrolled in the *InterAgir Program* – which provides them with increased welfare income for autonomous work/ duties performed within the Action Centre:

Receptionists	Rita, Claude
Cashiers	Audrey, Peter, Freddy, Jean François
Accountant (Activities)	Bill
Computer Tech	Paul
Computer Lab Supervisor x 2	Freddy and Jeff
Greeter / Caretaker	Patrick
Bingo Caller	Peter
Nutrition Teacher's Assistant	Brenda
Internal Fundraising Coordinator	Maria



## COMMUNITY OUTREACH NETWORK (Con't)

### ***Emploi Québec – Subvention Salariale:***

Action Centre provides work opportunities and re-training for people who have been unemployed for an extended period of time. (One Caregiver / One Cook ~ twice a year)

### ***Emploi d'été Canada (Service Canada):***

Provides 2 student teachers as Summer replacements

### ***Correctional Service of Canada:***

Former convicts in transition are able to perform their required community service at the Action Centre as Caretakers and cleaners (2 per year, for 6 month terms)

### ***CDI College:***

Students becoming Health Assistants and Nursing Care Aides rotate through the Action Centre as interns relating to and supporting persons living with disabilities. (10 days/ month)

### ***McGill University Outreach Program/ Dentistry:***

McGill Dentistry students set up a mobile clinic at the Action Centre for check-ups and cleanings

### ***Nutri Centre / Eco-Garden:***

A LaSalle Community initiative, in collaboration with *Nutri-Centre*: Members plant and manage a nearby herb and vegetable garden, culminating in a Harvest Party salad party in late summer

### ***CEGEP de Vieux Montréal / École des Métier de Faubourgs / École Cavalier :***

Students are offered internships, relating to persons living with disabilities

### ***AlterGo:***

A Companion Program to assist our members in enjoying and participating in leisure activities

## FUNDRAISING

### ACTION CENTRE FOUNDATION FUNDRAISING

As with most charities, our lifeline is directly connected to our ability to raise funds and secure grants, donations and legacy giving. We continue to succeed in this area, by maintaining strong links with our key Strategic Alliances, and in bringing greater awareness of the Action Centre to all levels of government. We are in regular communication with a growing pool of potential donors from all Anglophone and francophone communities across the city, and are leveraging our message and mission via our refreshed website and social media strategy to new groups of supporters, donors and friends of the Action Centre. Each year, we produce two significant strategic fundraising efforts:

### ACTION CENTRE SOIRÉE / FALL

In 2011, we will proudly host the 10<sup>th</sup> Annual Soirée ~ Each year a prominent Montréalais is selected for their extensive service to the city and in the community. Past honourees include:

2010 – The Hon. Dr. Arthur T. Porter

2009 – A. K. Velan

2008 – Richard and Carolyn Renaud

2007 – Pierre and Lucie Boivin

2006 – John Rae

2005 – Pam Dunn

2004 – David and Mary Culver

2003 – Suzan Cavell

2002 – Lorne Webster

The Soirée has proven to be our single most successful fundraising activity each year, and has become a perennial social event on the Fall Calendar.

### CHAIRAWARE CHALLENGE™ WHEELCHAIR “BASKET” BALL / SPRING

Created and trademarked by the Action Centre, the **ChairAware Challenge™** is a broad campaign to raise awareness for those living in wheelchairs, highlighting the challenges and struggles they face daily. We have transformed the original “*Spend the Day in a Wheelchair*” Corporate Challenge into a lively and friendly tournament, where teams, companies, donors and players raise money and Action Centre awareness by playing wheelchair basketball.

The 2<sup>nd</sup> Annual President’s Cup Wheelchair “Basket” Ball Tournament takes place in May, during **ChairAware Challenge™** Month.

### MEMBERS FUNDRAISING

Internal fundraising is managed and staffed by our Members, with the generous support and assistance of our dedicated Volunteers and Staff – *This is a particular point of pride to our Members, and the entire Action Centre Team, as a reflection of the confidence and self-esteem fostered in helping themselves and in giving back.*

***Our team of Volunteers accounts for over 10,000 person hours each and every year***

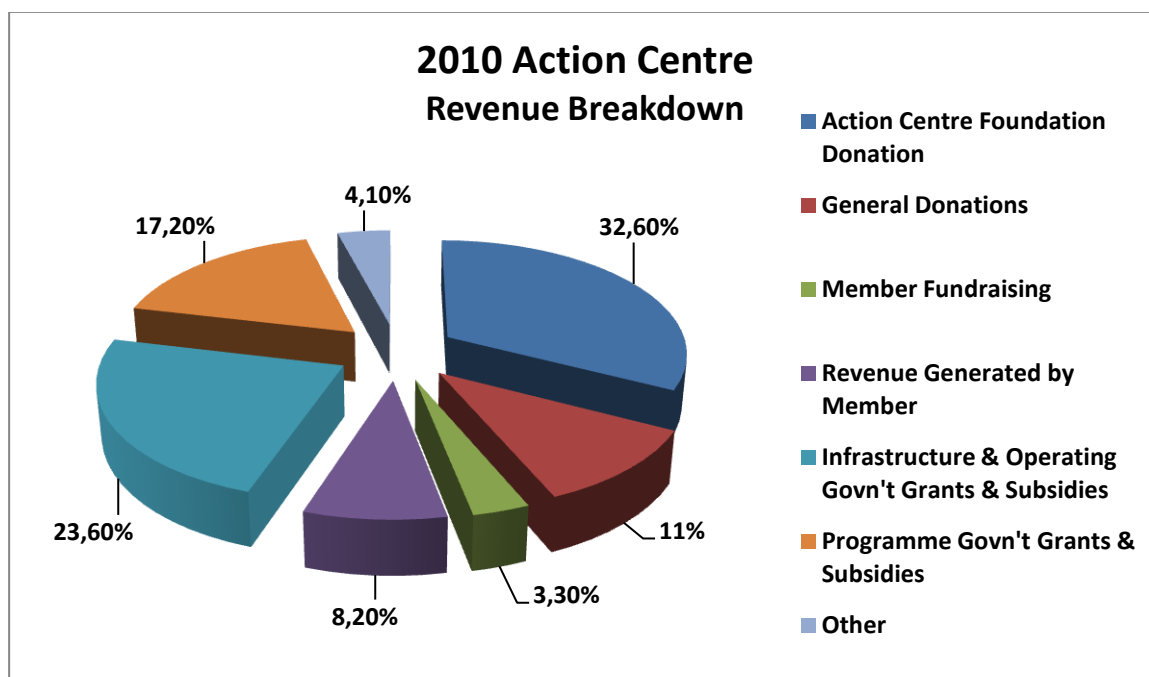
### SOLICITATIONS

Solicitations to Major Donors and Foundations - ongoing

## PUBLIC AND PRIVATE FUNDRAISING

In addition to our annual fundraising efforts, we have a dedicated following of private supporters who believe strongly in the Action Centre's work. With their generosity and additional support from government, we hope to ensure the longevity of the Action Centre for many years to come.

## 2010 SOURCES OF REVENUE

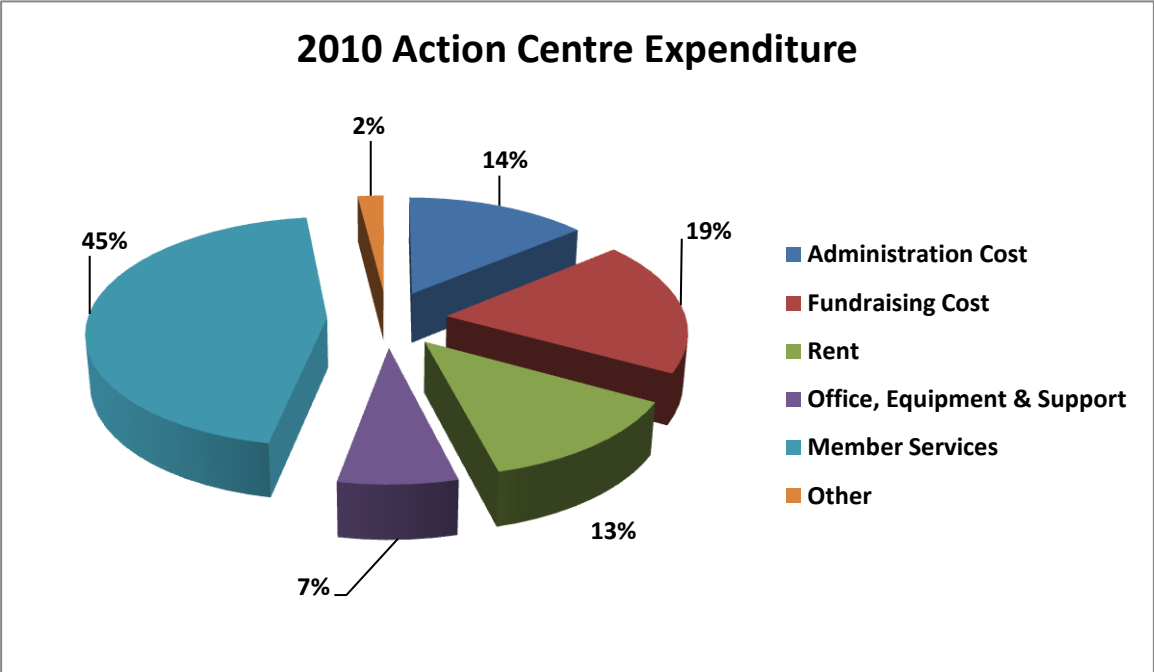


**Infrastructure Government Grants** – Support the overall operations of the Action Centre.

**Programme Government Grants** - Directed to specific Member programmes, ie the *Wellness Program*. In addition, these Programme Grants allow us to expand our core Team with health care interns, teachers and caregivers, as required.

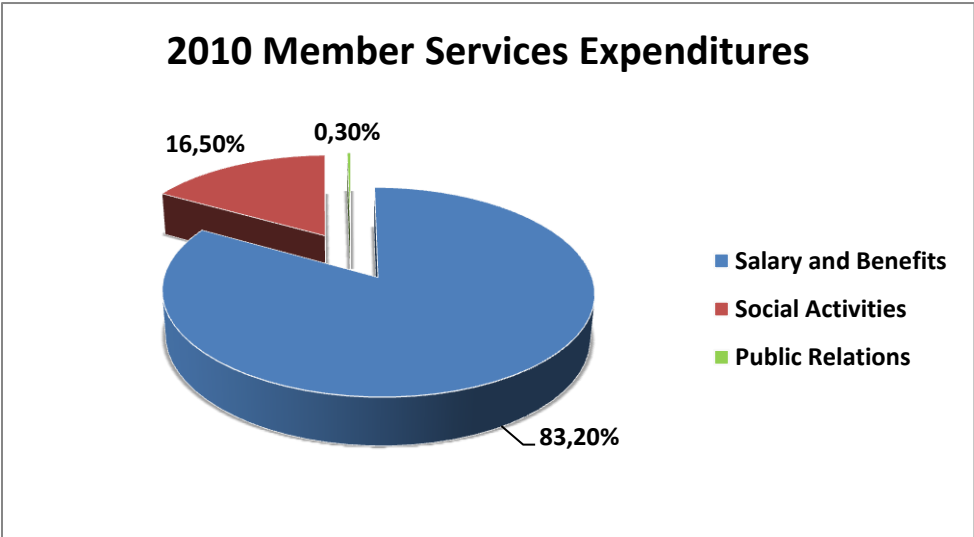
*While these Programme Government grants do not support the overall operations of the Action Centre, they are critical in minimizing our overall staff head count costs.*

**2010 ACTION CENTRE EXPENDITURES**



**Salary/Benefits:**

*Given the multiple disabilities of our Members, the Action Centre needs specialized caregivers to support their many daily requirements.*



## OUR FUTURE

Over the last few pages, we have provided you with a brief glimpse of who we are and what we do. In order to truly appreciate what the *Action Centre* does, you need only see what is told on the faces of our members. We are a bright light ~ a beacon of hope ~ to an otherwise disenfranchised group of Montréalers. We help our members re-engage into society and offer them a community to belong to. We provide them with the stimulation and desire to take back their lives and to live them fully.

At the beginning of this Annual Report, we declared that we endeavor to ***Living Life Without Limits*** ~ and we support this in everything we do. The *Action Centre* makes this a reality for so many people who, prior to its creation, merely passed their time, stagnant in shopping malls or prisoners in their own homes. We have helped many people regain their passion for life, yet there is so much more that we can and need to do. We need your help to make this happen.

Government currently provides approximately 24% of our annual budget, and while we have managed to remain stable (due mostly to the generosity of our donors), we are always aware and concerned that this same level of funding, given the current the economic climate, is at risk. We need our governments to support us, as we in turn support those in our society less able and disadvantaged.

When we look at the full range of services, benefits, programmes and activities provided through the *Action Centre*, we see that we do not simply support the physically disabled, we provide critical respite to caregivers, and offer a chance for our Members to return to the workforce. **Most importantly, we offer an essential service and a critical ‘cost avoidance’ resource, alleviating additional strain on our Social Services and Healthcare systems.**

We, like our members, have much potential. We are planning for new courses aimed at preventative healthcare, such as smoking cessation and weight loss. We work tirelessly to add more focus and create superior tools, such that our members can take greater ownership of their health issues. We wish to expand our facilities to accommodate even more members, all while keeping our costs low, our Member Services high, with consistently high quality and member satisfaction. We are constantly working on new initiatives and integrated partnerships with business and community – in order to reach out to the over 200,000 Montréalers who still need our help.

We invite you to take the time to really understand who we are.  
We need you. Our members need you.



## LEADERSHIP

### ACTION CENTRE FOUNDATION BOARD

<b>President</b>	Recruiting	
<b>Past President</b>	Mark Culver, MBA, CFA	VP, Formula Growth
<b>Treasurer</b>	Zygmunt Marcinski, CA	President, Capital Ideas /Tax Expert
<b>Secretary</b>	Brian Casey-Forget, LLB	CFP Lawyers Inc.
<b>Administrator</b>	Peter Cohn, BComm	VP Action Centre Board, xVP Algo Industries
<b>Administrator</b>	Francis Fontaine	President & CEO, MSCOMM Technologies
<b>Administrator</b>	Susan Gabellini	Partner/Head Designer, Oblique Mfg. Co.
<b>Administrator</b>	Geoffrey Heward	SVP & Director, CFG Heward Investment Mgmt
<b>Administrator</b>	Jodi LaFrenière	Business Development Advisor
<b>Administrator</b>	Sophie Palmer, CFA	Partner, Jarislowky Fraser
<b>Administrator</b>	Andrew Pepper	Advisor, McGill University Health Centre
<b>Administrator</b>	Ginger Petty, Philanthropist	Chairperson, Action Centre Board
<b>Ex-officio</b>	Joanne Heward	Executive Director, Action Centre Executive Director, Action Centre Foundation

### ACTION CENTRE BOARD OF DIRECTORS

<b>Chairperson</b>	Ginger Petty, Philanthropist	Canadian Women's Club (Women of Year 2006)
<b>Vice Chairman</b>	Peter Cohn, BComm	AC Member; ex-VP, Algo Industries
<b>Treasurer</b>	Zygmunt Marcinski, CA	President, Capital Ideas /Tax Expert
<b>Secretary</b>	Brian Casey-Forget, LLB	CFP Lawyers Inc
<b>Administrator</b>	Georges Farah, CPA	Retired, ex-Corporate Controller, Repap Ent
<b>Administrator</b>	Audrey Hamilton, BN	AC Member, ex-Surgical Nurse, <i>Toronto SickKids</i>
<b>Administrator</b>	Daniel Jarry	AC Member, ex- Sales Rep, AM Int'l
<b>Administrator</b>	Dominic Lacasse, BSc	Sales Director, Novartis Canada Pharmaceutical
<b>Administrator</b>	Eddy Miller, Consultant	Corporate Communications/ Investor Relations
<b>Administrator</b>	Dr. Jinder Sall, MD	Family Physician, Medi-Club Le Sanctuaire
<b>Administrator</b>	Harriett Sandell, Teacher	AC Member, ex-Riverside School Board
<b>Administrator</b>	Seymour Silverman	AC Member, Retired, CTV Videographer
<b>Advisory Board</b>	Andrew Lindsay	Senior Partner, The Bedrock Group
<b>Advisory Board</b>	Maria Mastracchio-Lafontaine	Member, Board of Directors - MUHC
<b>Advisory Board</b>	Eva Sogbanmu	PR Consultant
<b>Advisory Board</b>	Paul Walton	AC Member

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*Artiste/ Maria Longo (Action Centre)*